

LISTING OF CLAIMS

This listing of claims, if entered, will replace all prior versions and listings of claims in the above-identified application.

1. (Currently Amended) A method comprising:
receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information ~~concerning the performance of describing a level at which~~ the organization ~~with respect to performs in meeting~~ each of the one or more business challenges,

the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and

the user-specified ranking represents a ranking on a ranking scale;

identifying, using a processor, one or more predefined business processes that address the one or more business challenges of the organization, wherein

the identifying comprises accessing a business process database coupled to the processor;

estimating, using the processor, benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises adjusting a metric based on the ranking; and

recommending providing a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business processes ~~to a user~~ ,

the providing comprises displaying the recommendation on a display, and the display is coupled to the processor.

2. (Currently Amended) The method of claim 1 wherein
the receiving user-specified information pertaining to one or more business challenges of an organization comprises[[:]] communicating to the user a list of business challenges

commonly experienced by a plurality of companies[[:]] ~~receiving a user-specified ranking of an organization performance with respect to each business challenge in the list;~~ and

the method further comprises considering the user-specified ranking when identifying the one or more predefined business processes.

3. (Currently Amended) The method of claim 2 wherein the receiving user-specified information pertaining to one or more business challenges of an organization further comprises[[:]] receiving user-specified information indicating importance of business challenges within the list to the organization; and the method further comprises considering the importance of the business challenges when identifying the one or more predefined business processes.

4. (Original) The method of claim 2 wherein the list of commonly experienced business challenges is specific to a one of a plurality of functions that is selected by the user for evaluation.

5. (Original) The method of claim 4 further comprising:
maintaining a database of commonly experiences business challenges associated with the plurality of functions.

6. (Original) The method of claim 4 further comprising:
maintaining a database of commonly experiences business challenges associated with specific industries.

7. (Original) The method of claim 1 further comprising requesting the user to enter industry and revenue data associated with the organization.

8. (Cancelled)

9. (Previously Presented) The method of claim 1 further comprising assessing an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.
10. (Cancelled)
11. (Previously Presented) The method of claim 1 wherein the benefits are estimated using statistical data.
12. (Original) The method of claim 1 wherein recommending the one or more predefined business processes to a user comprises:
displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.
13. (Original) The method of claim 12 further comprising:
allowing the user to view detailed business process information for the at least one of the one or more predefined business processes.
14. (Original) The method of claim 1 further comprising:
identifying a software product required to implement each of the one or more predefined business processes.
15. (Original) The method of claim 1 further comprising:
mapping each of the one or more predefined business processes to a corresponding best practice strategy recommendation and a corresponding best practice functionality recommendation; and
allowing the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.

16. (Original) The method of claim 1 further comprising:
 allowing the user to view performance metrics associated with the one or more predefined business processes; and
 allowing the user to view a success story of a customer who has implemented at least one of the one or more predefined business processes.

17. (Currently Amended) A method comprising:
 receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information **concerning the performance of describing a level at which** the organization **with respect to performs in meeting** each of the one or more business challenges,

the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and

the user-specified ranking represents a ranking on a ranking scale;

identifying, **using a processor,** one or more best practices that address the one or more business challenges of the organization, **wherein**

the identifying comprises accessing a business practice database coupled to the processor;

estimating, **using the processor,** benefits that are to be gained by the organization when the one or more best practices are successfully implemented, **wherein**

the estimating comprises adjusting a metric based on the ranking; and

recommending the one or more best practices to a user.

18. (Currently Amended) The method of claim 17 wherein
the receiving user-specified information pertaining to one or more business challenges of an organization comprises[[:]] communicating to the user a list of business challenges commonly experienced by a plurality of companies[[:]] **receiving a user-specified**

~~ranking of an organization performance with respect to each business challenge in the list; and~~

the method further comprises considering the user-specified ranking when identifying the one or more predefined business processes.

19. (Currently Amended) The method of claim 18 wherein **the** receiving user-specified information pertaining to one or more business challenges of an organization further comprises **receiving** user-specified information indicating importance of business challenges within the list to the organization; and **the method further comprises** considering the importance of the business challenges when identifying the one or more predefined business processes.

20. (Original) The method of claim 18 wherein the list of commonly experienced business challenges is specific to a one of a plurality of functions that is selected by the user for evaluation.

21. (Original) The method of claim 17 wherein recommending the one or more best practices to a user comprises:
displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

22. (Original) The method of claim 21 further comprising:
allowing the user to view detailed best practice information for the at least one of the one or more best practices.

23. (Currently Amended) A machine-readable medium having executable instructions to cause a machine to perform a method comprising:
receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information ~~concerning the performance of~~ describing a level at which the organization ~~with respect to performs in meeting~~ each of the one or more business challenges, the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and the user-specified ranking represents a ranking on a ranking scale;

identifying one or more predefined business processes that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises adjusting a metric based on the ranking; and recommending providing a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business processes ~~to a user.~~

24. (Currently Amended) The machine readable medium of claim 23 wherein the receiving user-specified information pertaining to one or more business challenges of an organization comprises[[:]] communicating to the user a list of business challenges commonly experienced by a plurality of companies[[:]] ~~receiving a user-specified ranking of an organization performance with respect to each business challenge in the list;~~ and the identifying the one or more predefined business processes that address the one or more business challenges of the organization comprises considering the user-specified ranking ~~when identifying the one or more predefined business processes.~~

25. (Cancelled)

26. (Currently Amended) A machine-readable medium having executable instructions to cause a machine to perform a method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information **concerning the performance of describing a level at which** the organization **with respect to performs in meeting** each of the one or more business challenges,

the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and

the user-specified ranking represents a ranking on a ranking scale;

identifying one or more best practices that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more best practices are successfully implemented, **wherein**

the estimating comprises adjusting a metric based on the ranking; and

recommending the one or more best practices to a user.

27. (Original) The machine readable medium of claim 26 wherein recommending the one or more best practices to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

28. (Currently Amended) A system comprising:

a memory; and

at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to

receive user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information ~~concerning the performance of describing a level at which~~ the organization ~~with respect to performs in meeting~~ each of the one or more business challenges,

the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and
the user-specified ranking represents a ranking on a ranking scale;

identify one or more predefined business processes that address the one or more business challenges of the organization;

estimate benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises adjusting a metric based on the ranking; and
~~recommend~~ provide a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business processes ~~to a user.~~

29. (Currently Amended) The system of claim 28 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by communicating to the user a list of business challenges commonly experienced by a plurality of companies, ~~receiving a user-specified ranking of the organization performance with respect to each business challenge in the list,~~ and

the identifying the one or more predefined business processes that address the one or more business challenges of the organization comprises considering the user-specified ranking ~~when identifying the one or more predefined business processes.~~

30. (Currently Amended) The system of claim 29 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by receiving user-specified information indicating importance of business challenges within the list to the organization, and

the set of instructions further cause the processor to consider[[ing]] the importance of the business challenges when identifying the one or more predefined business processes.

31.-32. (Cancelled)

33. (Original) The system of claim 28 wherein the processor is to recommend the one or more predefined business processes to a user by displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.

34. (Original) The system of claim 28 wherein the processor is further to map each of the one or more predefined business processes to a corresponding best practice strategy recommendation and a corresponding best practice functionality recommendation, and to allow the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.

35. (Currently Amended) A system comprising:
a memory; and
at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to
receive user-specified information pertaining to one or more business challenges of an organization, wherein
the user-specified information comprises information ~~concerning the performance of describing a level at which~~ the organization ~~with respect to performs in meeting~~ each of the one or more business challenges,
the information describing the levels comprises a user-specified ranking of organization performance for each of the one or more business challenges, and
the user-specified ranking represents a ranking on a ranking scale;

identify one or more best practices that address the one or more business challenges of the organization[[]] ;

estimate benefits that are to be gained by the organization when the one or more best practices are successfully implemented, wherein

the estimating comprises adjusting a metric based on the ranking; and
recommend the one or more best practices to a user.

36. (Original) The system of claim 35 wherein
the processor is to receive user-specified information pertaining to one or more business challenges of an organization by communicating to the user a list of business challenges commonly experienced by a plurality of companies, ~~receiving a user-specified ranking of an organization performance with respect to each business challenge in the list,~~
and
the set of instructions further cause the processor to consider[[ing]] the user-specified ranking when identifying the one or more predefined business processes.

37. (Original) The system of claim 35 wherein the processor is to recommend the one or more best practices to a user by displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

38. (Original) The system of claim 37 wherein the processor is further to allow the user to view detailed best practice information for the at least one of the one or more best practices.

39. (Previously Presented) The method of claim 9 wherein the automated technology is at least one of customer relationship management (CRM), partner relationship management (PRM), and employee relationship management (ERM).